

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in this application.

Listing of Claims:

Claim 1 (Currently Amended): The [[A] display apparatus as set forth in Claim 5,
wherein the comprising:

~~an image display section for performing display of data written in the image display section, the data being held thereon for a predetermined holding period;~~

~~a full screen memory for storing therein data of at least one frame for a whole display area of the image display section;~~

~~a partial screen memory, provided in addition to the full screen memory, for storing therein data of at least one frame for a partial display area;~~

~~an image display section refreshing section for refreshing the data written in the image display section;~~

~~a partial display area refreshing section for refreshing data written in the partial display area, after the data is held for a period shorter than the holding period of the image display section; and~~

~~a control section for~~ (i) causes ~~causing~~ data read out from the respective memories, to be written into the display areas to which the data corresponds, and (ii) causes ~~causing~~ the partial display area to move to a ~~an~~ predetermined position within a display screen of the image display section when a predetermined time lapses.

Claim 2 (Original): The display apparatus as set forth in Claim 1, wherein:
the control section causes the partial display area to move by shifting the partial display area line by line at an interval of the predetermined time.

Claim 3 (Original): The display section as set forth in Claim 1, wherein:

the control section causes the partial display area to move by shifting the partial display area randomly at an interval of the predetermined time.

Claim 4 (Canceled):

Claim 5 (Currently Amended): A display apparatus comprising:
an image display section for performing display of data written in the image display section, the data being held therein ~~thereon~~ for a predetermined holding period;
a full screen memory for storing therein data of at least one frame for a whole display area of the image display section;
a partial screen memory, provided in addition to the full screen memory, for storing therein data of at least one frame for a partial display area;
an image-display-section refreshing section for refreshing the data written in the image display section;
a partial-display-area refreshing section for refreshing data written in the partial display area, after the data is held for a period shorter than the holding period of the image display section; and
a control section for causing predetermined single color data to be written, as a border line, on a border between the partial display area and the whole display ~~another~~ area.

Claim 6 (Currently Amended): The [[A]] display method as set forth in Claim 10,
further comprising the steps of:

~~displaying, on an image display section, data written into the image display section, the data being held thereon for a predetermined holding period;~~
~~storing, in a full screen memory, data of at least one frame for a whole display area of the image display section;~~
~~storing, in a partial screen memory, but not in the full screen memory, data of at least one frame for a partial display area;~~
~~refreshing data written in the image display section;~~

~~refreshing data written in the partial display area after the data written in the partial display area is held for a period shorter than the holding period of the image display section;~~

writing data of at least one frame in the partial display area, the data being other than data of at least one frame to be written into the whole display area; and

moving the partial display area to a predetermined position within a display screen of the image display section when a predetermined time lapses.

Claim 7 (Original): The display method as set forth in Claim 6, wherein:
the partial display area is moved by shifting the partial display area line by line at an interval of the predetermined time.

Claim 8 (Original): The display method as set forth in Claim 6, wherein:
the partial display area is moved by shifting the partial display area randomly at an interval of the predetermined time.

Claim 9 (Canceled).

Claim 10 (Currently Amended): A display method, comprising the steps of:
displaying, on an image display section, data written into the image display section, the data being held therein ~~thereon~~ for a predetermined holding period;
storing, in a full screen memory, data of at least one frame for a whole display area of the image display section;
storing, in a partial screen memory, but not in the full screen memory, data of at least one frame for a partial display area;
refreshing data written in the image display section;
refreshing data written in the partial display area after the data written in the partial display area is held for a period shorter than the holding period of the image display section; and
writing predetermined single color data, as a border line, on a border between the partial display area and the whole display ~~another~~ area.

Claim 11 (New): The display apparatus as set forth in Claim 5, wherein the color of the single color data is white.

Claim 12 (New): The display apparatus as set forth in Claim 5, wherein the color of the single color data is black.

Claim 13 (New): The display apparatus as set forth in Claim 5, wherein the color of the single color data is different from a color of the whole display area.

Claim 14 (New): The display apparatus as set forth in Claim 5, wherein the display apparatus is part of a portable telephone.

Claim 15 (New): The display method as set forth in Claim 10, wherein the color of the single color data is white.

Claim 16 (New): The display method as set forth in Claim 10, wherein the color of the single color data is black.

Claim 17 (New): The display method as set forth in Claim 10, wherein the color of the single color data is different from a color of the whole display area.